

NJPAC

Lawrence P. Goldman

President & CEO

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Newark, New Jersey

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MEMORANDUM

TO: Friends of NJPAC
FROM: Lawrence P. Goldman
DATE: August 27, 1998

Laura C. Lue

New Jersey Performing Arts Center
IN THE NEWS
(National Media focuses on NJPAC)

As NJPAC's inaugural season comes to a close, there is much to celebrate:

- More than 500,000 admissions to over 350 performances and 150 special events.
- Over 100,000 children, parents, and educators participated in NJPAC's Arts Education activities.
- 26% (1 in 4) of all admissions to NJPAC opening season performances and events were minorities, including 17% African-American.
- More than 40 New Jersey companies made their NJPAC debuts, including the New Jersey Symphony Orchestra which, for the first time in its 75 year history has found a home at NJPAC.
- NJPAC's impact on the City of Newark already cited as prime motivator for significant investment from developers and business owners.

These season highlights and more are featured in the enclosed articles:

- **"Investors Bet on Revival for Troubled Newark"**
The New York Times, July 5, 1998 (front page - Sunday Times)
- **A Performing Arts Center Takes a Bow"**
The New York Times, July 6, 1998 (front page - Arts Section)
- **"Urban Arts Center Spawns Cultural Revolution"**
Wall Street Journal, July 28, 1998

We are very grateful to our leadership, patrons, donors, members, friends, and advocates. You have shown the world that New Jersey does indeed deserve its own world-class performing arts center.

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Many thanks for your patronage. We hope to see you often in our second season, beginning in October.